

Rep Order# 6849259 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106240 Printed: 09/06/2012 11:28 AM  
EC'd Yes Last Received: 09/04/2012 9:16 AM

Showing Buylines: All Lines  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

1 of 2

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) AMER CROSSROADS  
Product AMER CROSSROADS ADD  
Estimate# 943  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/943  
Flight Dates 09/05/2012 - 09/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —  
SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	SA	TP-730P	WHEEL OF FORTUNE		:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
2	SU	930A-10A	CHRIS MATTHEWS SHOW NO PROGRAM	8/1	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
3	SU	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	09/09-09/09	1	1	1	\$1,100.00	
4	SU	530P-830P	SUN NIGHT FOOTBALL		:30	\$10,000.00	09/09-09/09	1	1	1	\$10,000.00	

—REPORT TOTALS—

Report Totals: 4 / \$12,100.00

—SALES MONTHLY TOTALS—

Sep 12: 4 / \$12,100.00

Sales Totals: 4 / \$12,100.00

Station Totals: 4 / \$12,100.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$80,667	CATV	0%	KBLR	0%	KINC	0%	KLAS	24%	KSNV	15%
	XXXX	KTNV	24%	KTUD	0%	KVCM	0%	KVMY	0%	KVVU	37%

—COMPETITIVE COMMENTS—

EST SHARES

Books  
Demos  
RA35+

JUL12

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— CREDIT RISK —  
CASH IN ADVANCE